PUBLIC INTEREST INC.
*The Foundation for Public Information*
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COMMUNICATIONS PROJECT: ASIA 1958

As the new Asia continues to grow in importance on the world scene, the need for an accelerated flow of information between East and West becomes apparent - to assist in the development of better international understanding, wiser policies, and increasingly amicable relations.

A just-completed survey of American newspaper and magazine editors, columnists and special writers, and of TV-radio broadcasters, shows a new willingness to use more material about Asia, and also reveals a great lack of knowledge about where newsworthy projects and personalities can be found in the Asian area.

In a direct and immediate approach to this communications problem, Julie Medlock, founder-director of Public Interest, Inc., will spend from six months to a year exploring the information situation in Asian countries and building a portfolio of information later to be shared with Western editors and broadcasters, about projects of interest and people of interest who are influencing the times in their own areas. With the help of officials, especially the information officers of the countries she visits, and with further assistance from officials in American and other embassies, she will meet and interview people who are making contributions to science, education, philosophy, religion, music, art, literature, business, and so on , - in addition to interviews with prime ministers and diplomatic officials.

A strictly non-profit project, the Asian trip is being modestly underwritten in part on a research basis, and the balance financed by various special journalistic assignments. Among about a dozen of these for Western newspapers and magazines, Miss Medlock will be scouting and interviewing for Mike Wallace - for both his nationwide interview show and his syndicated newspaper column; for Parade (supplement in 69 newspapers, 8 million circulation); and The Diplomat magazine, for which she is roving Asian correspondent. She will also be gathering material for a book.

100 Television Affiliates

In four trips through Europe, the Middle East and North Africa as a roving reporter, Miss Medlock has previously tested out the portfolio-of-information idea with excellent results which more than warrant the present Asian undertaking.

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